SELECTIVE SVP, INVESTOR RELATIONS & TREASURER JENNIFER DIBERARDINO AND ANTHONY HARNETT, SVP, CORPORATE CONTROLLER TO PRESENT AT SOUTHWEST IDEAS INVESTOR CONFERENCE

Event: Selective Insurance Group, Inc., SVP, Investor Relations & Treasurer Jennifer DiBerardino and Anthony Harnett, SVP, Corporate Controller to speak at the Southwest IDEAS Investor Conference on Thursday, November 15th.

Date: November 14-15, 2012 Selective will present on **Thursday, November 15th at 10:10 a.m.** Eastern Standard Time

Internet Access: Selective's presentation will be broadcast live on the Internet. Investors are invited to listen to the presentation by visiting the Investor Relations page of www.selective.com. For those unable to listen to the live broadcast, a replay will be available for 7 days by accessing the company web address.

Information: For more information about the Selective broadcast, contact Jennifer DiBerardino at (973) 948-1364 or Jennifer.diberardino@selective.com. Selective Insurance Group, Inc. is a holding company for ten property and casualty insurance companies rated “A” by A.M. Best. Through independent agents, the insurance companies offer primary and alternative market insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program. Selective maintains a website at www.selective.com.